



Delaware Emergency Management Agency

Course Description

COURSE CODE/TITLE	G-290	Basic Public Information Officer Training	
COURSE LOCATION	Delaware Emergency Management Agency 165 Brick Store Landing Road Smyrna, DE 19977		
COURSE DATES	February 22 nd -23 rd , 2023	COURSE TIME	0830 to 1630
COURSE DESCRIPTION	<p>2-Day Course. The Basic Public Information Officer Course (G0290) is designed to provide participants with the opportunity to start applying basic concepts underlying the Public Information Officer (PIO) role. This course can provide a basic understanding of the PIO function for those new to the position.</p> <p>This is the second course in the Public Information Training Series. This course is delivered at the state, local, tribal, and territorial governments. Other courses are conducted as resident courses at the Emergency Management Institute (EMI). The courses build on each other enhancing students’ skills further at each level. This course uses Bloom’s Taxonomy as a guide to focus the course material to augment the knowledge and comprehension for new PIOs.</p> <p>This course will consider the value of communication before, during and after an incident. It will help PIOs identify critical audiences, both internal and external.</p>		
COURSE OBJECTIVES	<ul style="list-style-type: none">• Explain why emergency public information is important during an incident.• Recognize the functional needs and challenges of different audiences.• Demonstrate the role and function of the PIO in both day-to-day and emergency environments.• Compare actions PIOs can take to work with the news media during day-to-day and emergency situations.• Using the strategic communications planning model, develop a public awareness campaign.• Using the strategic communications planning model, develop an incident communications strategy.• Explain the news briefing cycle.• Outline media needs at the scene.• Describe the difference between media briefings and press conferences.• Describe different public information written products.• Apply effective news release writing guidance.• Adapt or repurpose written media products for other purposes.• Describe what types of impressions specific body language might convey during an interview.		

All classes have limited seats. Registrations will be processed on a first come/first served basis. If you have any questions please e-mail training.dema@delaware.gov

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	<ul style="list-style-type: none"> • Identify elements of an interview the PIO should consider ahead of time. • Identify steps a PIO needs to take to prepare for and conduct a news interview. • Demonstrate effective techniques for on-camera interviews. • Given an emergency scenario, apply public information skills. • Recall course key points.
PREREQUISITES	<p>All participants are required to provide proof of completion for each prerequisite by sending copies of completion certificates to training.dema@delaware.gov to be eligible to attend the course.</p> <p>Required:</p> <ul style="list-style-type: none"> • IS-100: Introduction to Incident Command System (ICS) • IS-702: National Incident Management System for Public Information Systems • IS-909: Community Preparedness: Implementing Simple Activities for Everyone • IS-29: Public Information Officer Awareness
TARGET AUDIENCE	<p>The primary audience for this training is individuals who may have public information responsibilities as their main job or as an auxiliary function at the state/local level, as a first responder police/fire/EMS, private industry, or others who may benefit from training in PIO functions.</p>
OPEN TO THE PUBLIC	<p>No</p>
COST/MEALS	<p>The training and course materials are provided at no cost to the state, local organization, or responder. Funding for travel, accommodations, and meals are not provided for this training opportunity.</p>

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